



DILIP KUMAR

SENIOR SALES & MARKETING
PROFESSIONAL, INDUSTRIAL
LUBRICANTS SPECIALIST

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KEY ACHIEVEMENTS

- Boosted sales of Hydraulic 68 by 15% at Pasupati Plywood
- Increased revenue by 10% at Shri Ram Switchgear through strategic product positioning
- Consistently exceeded quarterly sales targets across multiple industrial clients
- Maintained strong repeat business through exceptional post-sales technical support

CORE COMPETENCIES

- Territory Development
- Product Marketing
- Client Relationship Management
- Sales Strategy & Revenue Growth
- Technical Product Knowledge
- Effective Communication
- Post-Sales Support
- Business Growth Solutions

01

PROFESSIONAL PROFILE

Results-driven Sales and Marketing Professional with 14+ years of extensive experience in industrial lubricant sales. Proven track record of driving revenue growth, developing strategic client relationships, and consistently exceeding sales targets across diverse industrial sectors.

02

EDUCATION

Masters in Art

M.J.P. Rohilkhand University | 2007

BA in Art

M.J.P. Rohilkhand University | 2005

03

PROFESSIONAL EXPERIENCE

Unique Industrial Lubricant (Channel Partner of IOCL)

Marketing Executive

NOV 2010 - OCT 2015

MAR 2020 - PRESENT

- Managed a diverse portfolio of industrial clients, achieving consistent sales growth of 75-80%
- Drove product sales for Hydraulic 68 and Transformer Oil (Electra) across plywood, switchgear, and frozen food industries
- Established long-term relationships with key accounts, ensuring repeat business and steady revenue streams

Icconal Lubricant

NOV 2015 - FEB 2020

Marketing Executive

- Handled multiple digital accounts and works with reputed organizations to provide unique graphic designs.
- Built and maintained relationships with a diverse customer base
- Developed targeted marketing strategies resulting in significant market share expansion